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AI Reshapes ERP Landscape, Transforms the Role of VARs

The mid-market ERP universe is undergoing a transformation as vendors increasingly harness the power of artificial intelligence (AI), including generative AI and agentic AI, to help mid-market companies remain competitive and enable VARs to strengthen their role as strategic consultants.

"I personally think AI is shaking things up in the ERP space, and for mid-market companies, if used effectively, it can be a total game-changer. It's not just about automating routine tasks (though that's a win); it's about giving teams the time and insights to focus on what really moves the needle—building stronger strategies, making smarter decisions, and driving real growth," said Ed Willis, senior director, Channel Sales at Quadient. "Mid-market companies don't always have the massive resources of enterprise giants, but AI helps level the playing field. Instead of getting stuck in spreadsheets and

manual processes, teams can work smarter, move faster, and actually use their ERP as a tool for competitive advantage rather than just a system of record."

Added Greg Stivers, chief revenue officer for Versapay, "With rising capital costs and an evolving economic and technological landscape, middle-market companies must prioritize efficiency, control, and agility to remain competi-

tive, core value propositions across generative and agentic AI. Businesses that embrace digitization, automation, and integrated financial operations,

most likely centered around their ERP of choice, will gain a competitive edge, while those relying on manual processes and fragmented systems will fall behind."

The market forces and economic headwinds facing many of today's companies have undoubtedly highlighted the importance of a modern ERP system in helping them better manage and automate core business processes and centralize data for a single source of truth.

Underscoring this point, a research report by market intelligence and advisory firm Mordor Intelligence estimates that the ERP market will reach \$71.62 billion in 2025, with North America accounting for the largest market share. By 2030, the ERP market is projected to hit \$114.09 billion, at a compound annual growth rate (CAGR) of 9.76%.

Furthermore, a 2024 ERP Market Report by HG Insights found that "over half of IT decision-makers surveyed highlighted ERP systems as an investment priority," as noted in an Insights article by advisory, assurance, and tax firm Cherry Bekaert.

"With AI augmenting the effectiveness of ERP systems, these systems will elevate to an entirely new level of performance. AI-enriched ERP systems assist organizations in optimizing their operating models, processes, software applications, governance and technology infrastructures," the article, aptly titled "Revolutionize ERP with Artificial Intelligence," stated.



Ed Willis,
Quadient

Given the benefits of AI-powered solutions, it is no surprise that a growing number of innovative tools are hitting the market.

Generative AI, agentic AI take spotlight

AI, in general, may not be a new topic. However, the terms that are generating the most buzz lately are generative AI and agentic AI. And the combination of the two is proving to be formidable.

"AI is going to change everything. The combination of generative and agentic AI is turning mid-market ERP systems from static record-keeping tools into dynamic platforms that integrate, interpret, and act," said Sergio Almaguer, chief product officer at Paystand.

But what do these terms—generative AI and agentic AI—mean? What is the difference between generative AI and agentic AI? And exactly how are they impacting the mid-market ERP space, and what does it all mean for the role of VARs? Let's take a closer look.

In essence, generative AI can create content in response to a user's request or prompt.

Agentic AI is quite different, and the two are not to be confused. Agentic AI is meant to act and make decisions autonomously with limited supervision.

"Generative AI helps synthesize and create, for example, drafting reports, emails, or summarizing financials. It's about accelerating manual thinking



Sergio Almaguer,
Paystand



Greg Stivers,
Versapay

continued on page 14



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1	RSM US, Chicago, IL	\$730.8	17085	Oracle NetSuite, Sage Intacct, Microsoft Dynamics 365 Finance & Supply Chain Management, Business Central, AX, GP, NAV, SL
2	Cherry Bekaert, Raleigh, NC	\$650.0	2830	Dynamics 365 Business Central, Dynamics NAV, Dynamics 365 Sales, Dynamics 365 Coerce, Microsoft Power BI, Microsoft Power Apps, Microsoft Azure, Microsoft 365, LS Retail, Sage Intacct, Sage X3, Sage 100c, Sage Business Cloud, AnyWare Apps, Suite Engine, Deltek, Unanet
3	HSO, New York, NY	\$418.0	2500	Microsoft Dynamics 365
4	Argano, Plano, Texas	\$405.0	1800	Microsoft Dynamics 365 Finance & Supply Chain Management, Oracle ERP Cloud/J.D.Edwards, SAP S/4 HANA
5	Alithya, Montreal, Quebec	\$357.3	3000	Microsoft Dynamics 365, Oracle Cloud ERP
6	Colubus, Copenhagen, Denmark	\$200.3	2000	Microsoft Dynamics AX, GP, NAV, 365, 3
7	CBIZ, Cleveland, OH	\$181.4	10000	Acumatica, Dynamics GP/SL, QBO, Sage Intacct
8	Aranino, San Raon, CA	\$179.0	2594	Workday Financial Management, Microsoft Dynamics 365 Finance & Supply Chain Management, Business Central, AX, GP, Sage Intacct, Construction, Manufacturing, RealSTEEL, and Budgeting and Planning, Workday Adaptive Planning, BlackLine, Avalara, Solver, Workiva, LeaseAccelerator, Strongbox,
9	Velosio, Atlanta, GA	\$150.0	400	Dynamics 365 Business Central, Dynamics 365 Finance and Supply Chain Management, Dynamics 365 Customer Engagement (Sales, Customer Journeys, Customer Service, Field Service) Dynamics 365 Project Operations, Dynamics GP, Dynamics NAV, Dynamics SL, Dynamics AX, Copilot, Azure, Microsoft Fabric, Microsoft 365
10	Sikich, Chicago, IL	\$144.0	338	Microsoft Dynamics 365 Finance & Supply Chain Management, Business Central, CE, AX, GP, NAV, NetSuite, OpenAir, Salesforce, Oracle Cloud
11	Quisitive, Irving, TX	\$127.0	699	Sage Intacct, Microsoft Business Central, Microsoft Great Plains, Microsoft SL
12	Crowe, Chicago, IL	\$125.6	667	Microsoft Dynamics, Azure Cloud Services, Power Platform and BI, NetSuite, Salesforce, ServiceNow



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Lina Pinskaya
Controller at Ideal Living

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	Company	Revenue (\$MM)	Employees	Financial Software/Lines of Business
13	Net at Work, New York, NY	\$114.3	410	Acumatica, NetSuite, Sage Intacct, X3, 500, 300, 100, FAS
14	Wipfli, Milwaukee, WI	\$105.5	650	Sage Intacct, Microsoft Dynamics Business Central, Oracle NetSuite
15	sa.global, Cardiff UK, HQ	\$100.0	1000	Microsoft Dynamics 365 Finance, Microsoft Dynamics 365 Business Central, Microsoft GP, Microsoft NAV, Microsoft SL
16	Baker Tilly, Chicago, IL	\$100.0	600	Deltek, IFS, Oracle, Microsoft Power BI, Sage Intacct
17	Stoneridge Software, Fargo, ND	\$89.9	303	Dynamics 365 Finance & Supply Chain, Dynamics 365 Business Central
18	Sunrise Technologies, Winston-Sale, NC	\$83.8	359	Microsoft Dynamics 365 Finance
19	Aktion Associates, Mauee, OH	\$81.0	245	Infor CloudSuite Distribution, Sage 100 Contractor, 300 CRE, Intacct Construction, Acumatica Construction, Distribution, anufacturing, Deltek Vantagepoint
19	Western Coputer, Oxnard, CA	\$80.0	170	Microsoft Dynamics 365 Business Central, Microsoft Dynamics 365 Finance/Supply Chain Management
20	Enavate, Tampa, FL	\$77.0	325	Microsoft Dynamics 365 Business Central, Finance & Supply Chain Management, GP, NAV, SL
21	BP, Walnut Creek, CA	\$76.1	1300	NetSuite, Intacct, Salesforce, Celigo, Tipalti, Bill, Expensify, Strongpoint, Netgain
22	caConnect, Denver, CO	\$70.0	280	Microsoft Dynamics 365 Finance & Supply Chain Management
23	Eide Bailly, Fargo, ND	\$55.0	3400	NetSuite, Microsoft Dynamics 365
24	SWK Technologies, East Hanover, NJ	\$54.5	205	Sage Intacct, 100, Acumatica
25	LBC Technology Solutions, Brentwood, TN	\$54.0	110	Sage Intacct, Sage Intacct Construction Operations, Sage Intacct Construction MManagement, Sage Intacct Construction Payroll, Sage Intacct Preconstruction, Dynamics GP / SL, Dynamics Business Central
26	Vision33, Irvine, CA	\$50.9	433	SAP Business One, Business ByDesign, S/4HANA Cloud, Sage Intacct
27	Cargas, Lancaster, PA	\$50.6	194	Microsoft Dynamics GP, Microsoft Dynamics 365 Business Central, Sage, Intacct, Acumatica, Microsoft Dynamics 365 CRM, Microsoft Power BI, Salesforce CRM, HubSpot CRM, Cargas Energy (back-office software and Mobile applications for fuel delivery and HVAC service companies)
28	Marcum Technology, Melville, NY	\$50.0	108	Acumatica
29	Blytheco, Irvine, CA	\$48.0	100	Acumatica, Sage Intacct, Sage100
30	BAASS Business Solutions, Thornhill, Ont	\$47.3	195	Sage

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31	W Synergy, Houston, TX	\$46.0	150	Infor Cloudsuite Industrial SyteLine, Infor VISUAL, Acumatica
32	Citrin Cooperan Advisors, New York, NY	\$46.0	3500	NetSuite, Microsoft Dynamics 365 Business Central, Vena
33	ADSS Global, Exton, PA	\$45.0	170	Sage Intacct, 100, 300
34	Synergy Resources, Central Islip, NY	\$40.0	150	Acumatica, Infor CloudSuite Industrial Syteline, Visua
35	SIS, LLC, Duluth, GA	\$39.0	340	Dynamics 365 Finance, SC, and Project Operations, Dynamics 365 CRM, and SIS Construct 365
36	RKL eSolutions, Lancaster, PA	\$36.9	118	Sage 100, Sage Intacct, Sage X3, FP&A Portfolio
37	JourneyTea, South Jordan, UT	\$36.7	160	Microsoft Dynamics 365 Business Central, Finance & Supply Chain Management
38	The AE Group, Vincennes, IN	\$36.0	200	SYSPRO, Acumatica, LYNQ ES Software, uniPoint Enterprise Quality Management, TRAILD AP Autoation, riteSCAN Mobile Warehouse, Rental 360
39	SIS, Duluth, GA	\$36.0	345	Microsoft Dynamics 365
40	ArcherPoint, Lawrenceville, GA	\$34.9	179	Microsoft Dynamics 365 Business Central
41	ScaleNorth, Covina, CA	\$32.0	275	NetSuite
42	Accordant Co., Florham Park, NJ	\$31.0	100	Sage Intacct, 300 CRE, 100 Contractor, Acumatica
43	Forvis, Springfield, OH	\$30.0	150	Microsoft Dynamics 365 Business Central, Finance, GP, Sage 100, Intacct, NetSuite
44	Strategic Information Group, Rock Hill, SC	\$30.0	140	NetSuite, QAD
45	Godlan, Inc., Clinton Township, MI	\$29.9	98	Infor CloudSuite Industrial (SyteLine) ERP, Prophecy IoT®, Infor Birst, Infor CPQ, Infor CR
46	Clients First Business Solutions, Holdell, NJ	\$29.0	100	Microsoft Dynamics 365 Finance & Supply Chain Management, BC, SAP Business One, Acumatica
48	Logan Consulting, Chicago, IL	\$28.7	70	Microsoft Dynamics, Acumatica, QAD
49	Rand Group, Houston, TX	\$28.0	90	Dynamics AX/BC/F&SC/GP/NAV, NetSuite, Sage Intacct, Sage 100
50	DSD Business Systems, San Diego, CA	\$28.0	160	Sage 50, 100, 300, 500, X3, Intacct, Acumatica, Microsoft Dynamics
51	NexTec Group, Seattle, WA	\$25.5	121	Acumatica Cloud ERP, Sage X3, Microsoft Dynamics GP, FoodBusiness ERP (Powered by Sage X3), CannaBusiness ERP (Powered by Sage X3)
52	Innovia Consulting, Onalaksa, WI	\$24.5	84	Microsoft Dynamics 365 Business Central, NAV
53	Covenant Technology Partners, Olivette, MO	\$23.5	58	Dynamics BC, F&SC, CE, FS, Sales Power Platform, Modern Work,
54	Alta Vista Technology, Royal Oak, MI	\$23.5	53	Sage Intacct, Microsoft Dynamics 365 Business Central

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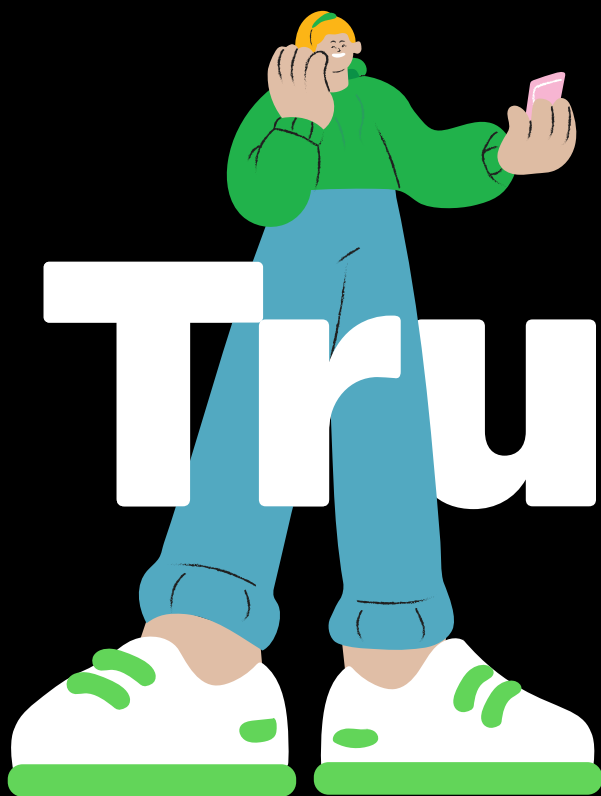
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55	Crestwood Associates, Bonita Springs, FL	\$23.0	65	Acumatica
56	KTL Solutions, Frederick, MD	\$22.5	33	Microsoft Dynamics 365 Business Central
57	VistaVu Solutions, Houston, TX	\$20.9	102	SAP S/4HANA Cloud, Business ByDesign, Business One
58	Stabaugh Ness, York, PA	\$20.8	59	Deltek Vision, Vantagepoint, Ajera
59	Encore Business Solutions, Winnipeg, Manitoba	\$20.7	100	Microsoft Dynamics 365 Business Central, Finance & Operations
60	The Answer Copany, New Westminster, BC	\$20.3	60	Acumatica Cloud ERP
61	CBIZ CopuData, Philadelphia, PA	\$20.2	63	Sage Intacct, Construction, 100, Distribution and Manufacturing Operations
62	Kerr Consulting, Woodlands, TX	\$20.1	125	Sage Intacct
63	Cre8tive Technology & Design, San Diego, CA	\$20.0	150	Epicor Kinetic, Pro.File (Revalize) PL
64	Unify Dots, Seattle, WA	\$19.7	330	Microsoft Dynamics 365 Finance & Supply Chain Management
65	Vertilocity, Bridgeville, PA	\$18.4	90	Sage Intacct
66	Dean Dorton Technology, Lexington, KY	\$18.3	55	Sage Intacct, Microsoft Dynamics 365, GP
67	Fourlane, Austin, TX	\$18.0	85	Intuit QuickBooks Online, Enterprise, NetSuite, Acumatica
68	Business Technology Partners, Deerfield, IL	\$16.8	59	Sage Intacct, SysPro
69	Full Sail Partners, Steamboat Springs, CO	\$16.7	52	Deltek Vision, Vantagepoint
70	Technology anageent Concepts, El Segundo, CA	\$16.0	50	Microsoft Dynamics 365 Business Central, NAV, GP
71	Boyer & Associates, Minneapolis, MN	\$15.4	52	Microsoft Dynamics 365 Business Central (cloud), Microsoft Dynamics 365 Finance & Supply Chain Management (cloud), Microsoft Dynamics NAV (on-premise), Microsoft Dynamics GP (on-premise), Microsoft Dynamics SL (on-premise), Microsoft Dynamics AX (on-premise)
72	i-Tech Support, Inc., Ocoee, FL	\$15.0	65	Acumatica Cloud ERP
73	EisnerAper, New York, NY	\$15.0	4500	Sage Intacct, Construction, Workday Adaptive Planning
74	The Vested Group, Rowlett, TX	\$15.0	70	NetSuite
75	JT Consulting Group, Juliet, TN	\$14.3	48	Sage Intacct, 300, Abila IP by County Brands
76	Queue Associates, New York, NY	\$14.0	72	Microsoft Dynamics
77	Protelo, Folsom, CA	\$14.0	49	NetSuite, Acumatica
78	Oasis Solutions, Louisville, KY	\$13.8	44	Sage Intacct, Sage 100, NetSuite, Sage Fixed Assets, Sage HRS, Sage CR, Oasis Sage Hosting with Cloud at Work, Oasis Analysis, Help Desk, consulting, ERP implementation



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	Company	Revenue (\$MM)	Employees	Financial Software
79	Kopis, Greenville, SC	\$13.5	80	Microsoft Dynamics 365 Business Central
80	Business Solution Partners, Great Neck, NY	\$13.4	54	NetSuite, Workday Adaptive
81	WebSan Solutions, Gatlinburg, TN	\$12.8	55	Microsoft Dynamics 365 Business Central, GP
82	Cuula 3 Group, Frisco, TX	\$12.5	35	NetSuite
83	BrainSell, Danvers, MA	\$12.3	21	Acumatica, Microsoft Dynamics 365, Sage 100, 300, Intacct, Intuit QuickBooks
84	MicroAccounting, Carrollton, TX	\$12.2	32	Sage Intacct, 100, 500
85	The T Group, Novi, MI	\$11.9	46	Microsoft Dynamics 365 Business Central, GP
86	WebSan Solutions Inc., Gatlinburg, TN	\$11.3	55	Microsoft Dynamics 365 Business Central
87	Turnkey Technologies, Chesterfield, MO	\$11.3	26	Microsoft Dynamics 365
88	AlphaBOLD, Inc, Carlsbad, CA	\$11.2	150	Dynamics 365 BC, NetSuite, Construction Management ERP (Power Platfor front-end and Dyn BC back-end)
89	Sockeye Consulting, Anchorage, AK	\$11.0	55	Sage Intacct, 100 CRE, 300 CRE
90	Strategies Group, Suwanee, GA	\$10.5	59	Acumatica impleentations for Construction, Manufacturing, Distribution, Field Service, Traild, JobPlanner, Workforce Go, Stack, Luber, Avalara, Asite, Celigo, Corfix, Data-Self, GCPay, eWorkplace Apps, Heuristyc, IIG, Jigx, Ottiate, Projectanager, QBuild, Rap, EBizCharge, ServiceTrade, Velixo
91	Guide Technologies, LLC, Indianapolis, IN	\$10.5	45	Infor CSI, Infor SyteLine, Infor Factory Track, Infor XA, Infor LN, Infor Cloudsuite Autootive, Infor Cloudsuite A&D, Infor CPQ, Infor Birst, Infor OS, Infor Technology Platfor, Infor WS, Infor CR
92	Solution Systems, Chicago, IL	\$10.2	24	Microsoft Dynamics Business Central, NAV, Managed IT
93	Six S Partners, Waterloo, Ont	\$10.1	NA	Epicor
94	Njevity, Greenwood Village, CO	\$10.0	30	Microsoft Dynamics GP, PowerGP Online
95	Paradigm Technology Consulting, Langhorne, PA	\$10.0	NA	Microsoft Dynamics 365 Business Central, GP
96	ISS Solutions, Inc DBA Paradig Technology Consulting, Langhorne, PA	\$10.0	75	Microsoft Dynamics, Microsoft 365 Business Central, Microsoft Dynamics GP
97	goVirtualOffice, Waunakee, WI	\$10.0	53	PracticeERP
98	Acumen Information Systems, Orlando, FL	\$9.7	34	Sage Intacct, 300
99	Intellitec Solutions, Newark, DE	\$9.2	32	Sage Intacct, Microsoft Dynamics 365 Business Central, GP, SL
100	ETHOSystems, Lisle, Ill	\$9.0	36	Sage

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Forbes
ADVISOR
4.5 ★★★★★



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continued from page 2

tasks. Agentic AI, on the other hand, is about advising and acting. It can monitor live data, detect anomalies, trigger workflows, and make decisions within defined parameters,” explained Chris Lloyd, chief solutions and technology officer at SYSPRO.

“The key distinction is in how they function,” added Mike Sanders, CEO and co-founder of CereTax. “Generative AI focuses on creating outputs, such as detailed reports, forecasts, or optimization suggestions, using historical data. Agentic AI, on the other hand, operates more independently, performing tasks, adjusting to changes in real time, and managing workflows with little human oversight. In ERP systems, generative AI enhances analysis and reporting, while agentic AI improves efficiency by

automating routine tasks and navigating complex decisions on the fly. Together, they provide both deep insights and practical, real-time results.”

To further elaborate, Stivers said, “A colleague recently referred to AI as a candy shop right now; there are so many accessible tools across generative and agentic AI. The key difference is that generative AI enhances pattern recognition, content creation and analysis, replicating and accelerating tasks the human brain has traditionally performed. While agentic AI drives autonomous operations, increasing human-like capacity for driving decisions and processes forward, as if a human was in the room.”

Using both generative AI and agentic AI can benefit ERP and accounting systems, and the use cases are becoming increasingly evident. According to many industry sources, these include, but are not limited to:

- Detecting anomalies to help mitigate fraud and risk.
- Summarizing reports and other information.
- Generating contextual financial insights.
- Automating workflow tasks like invoice processing.
- Reducing or eliminating manual data entry.
- Assisting with regulatory compliance reporting.
- Assisting with onboarding.

“AI is already making life a lot easier in ERP and accounting, and honestly, it’s about time. No one enjoys manually processing invoices, chasing down approvals, or dealing with late payments. With AI handling those repetitive tasks, teams can finally breathe and focus on the stuff that actually moves the business forward,” said Willis of Quadient. “Think about it, invoice processing, fraud detection, and data analytics are all things AI can do faster and with fewer errors. That means less frustration, fewer bottlenecks, and way more time for teams to work on strategic projects instead of getting buried in routine tasks. At the end of the day, AI isn’t just about automation; it’s about giving people the freedom to do more meaningful work and actually make

an impact.”

Sanders of CereTax highlighted generative AI’s ability to swiftly glean useful insights from financial data and agentic AI’s automation capabilities and ability to adapt to change.

“Generative AI excels at improving data-driven tasks like financial forecasting, instant report creation, and spotting irregularities in transactional data, quickly turning raw financial information into useful insights,” said Sanders. “Agentic AI, meanwhile, stands out in automating workflow tasks (invoice processing, compliance reviews, handling exceptions), by independently applying decision rules and adapting to changes as they happen. Together, these technologies cut down on manual work, reduce mistakes, and free up our teams to focus on higher-level, strategic priorities.”

In outlining the specific tasks that generative AI and agentic AI can be especially beneficial in automating or enhancing, Lloyd of SYSPRO said, “Generative AI is useful for helping users interact with complex systems, creating natural language queries, summarizing reports, or assisting with onboarding and helpdesk tasks.”

Regarding agentic AI, this innovation “shines in tasks like AP invoice matching, where it can ingest documents, apply matching logic against POs [purchase orders] and GRNs [goods received notes], and flag exceptions. In finance, it can spot anomalies in payment patterns or flag high-risk transactions. These aren’t just time-savers, they actively improve compliance and decision quality,” Lloyd added.

Aaron Harris, chief technology officer for Sage, said generative AI is already assisting with tasks like data entry, suggesting categorizations, or explaining variances. Agentic AI, he said, is the “next step, enabling systems to take on entire workflows.”

“Agentic AI will enhance processes that require multiple steps, such as account reconciliation, chasing missing purchase orders, or fixing data mismatches. When used together, they remove repetitive work and allow finance teams to focus on higher-value insights,” Harris said.

Stressing that it’s not about taking a single approach, Harris said it’s about “combining generative, predictive, and agentic AI to drive efficiency, reduce errors, and unlock more time for value-added work. Together, they’re changing what businesses expect from ERP, meaning that it is shifting from a back-office system of record to a proactive, intelligent partner that helps teams move faster, reduce errors, and focus on growth.”

To further illustrate, Stivers of Versapay outlined a few “imaginative use cases” and said, “For example, what might it look like to have two agentic AI bots, one in accounts receivable and one in accounts payable, talking about a payment or handling an invoice dispute? Or, what if your generative AI model had access to every customer touchpoint,

no matter the system of record, to analyze sentiment and preferential patterns to drive informed, not just intuitive, action in support of your business goals? I believe both generative and agentic AI offer the potential to add this kind of lightness into the historically opaque, mundane, or arduous workflows related to planning and sustaining a business.”

Stivers went on to highlight the role that AI can play in enhancing a company’s “financial agility.”

“Cash flow shouldn’t be a challenge; it should be a catalyst. Yet, for many companies, the accounting and accounts receivable ecosystem is riddled with friction, slowing down payments and creating unnecessary chaos. The biggest culprits are invisible payment delays or exceptions that leave finance teams scrambling, disconnected financial systems that make tracking and reconciliation a hardship, and manual processes that introduce errors and waste valuable time, not to mention leave data sitting in silos,” Stivers said.

Stivers also said that a lack of modern tools can frustrate customers, slow deals, strain internal relationships, and, ultimately, create bottlenecks. Automation, he said, is “the game-changer.”

“SaaS tools can digitize historically manual accounting processes, streamline invoices and communications, and eliminate errors across the AR journey, increasing the visibility and fluidity of payments. Then, enhancing or augmenting aspects of driving or analyzing the cash flow journey with AI at the right moments, repositions finance from a reactive back-office function to a strategic driver of systematic business scale and success,” said Stivers. “By replacing inefficiencies with data-driven connections, companies strengthen customer relationships and cash flow confidence, in turn enhancing their financial agility.”

Lynette Wills, VP of sales and marketing at Allentown, Pa.-based KDG, said organizations must embrace AI. “We’ve already seen the opportunities that exist when there is economic gain in being an early mover on AI. Different from other hype cycles, the power of the individual use of LLMs [large language models] alone provides immediate financial and operational upside. The opportunity costs for organizations that are not intensely adopting AI are building deficits that are going to be impossible to pay off. That will result in the intellectual or financial default,” Wills said.

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Vendors ramp up AI functionality

As technological advancements gain momentum, vendors are ramping up their investments in



Lynette Wills,
KDG



Mike Sanders,
CereTax



Aaron Harris,
Sage

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continued from page 14

AI to keep pace. This is helping companies sharpen their competitive edge and improve business processes, while providing VARs with more revenue-generating opportunities.

Sage, for instance, unveiled its generative AI-powered assistant, Sage CoPilot, one year ago. Since its launch, more than 40,000 early adopters across Sage Intacct, Sage Accounting, Sage Active, Sage for Accountants now have access to Sage CoPilot.

"It's built to help SMBs and accountants work faster and smarter, handling tasks like summarizing financials, suggesting journal corrections, processing invoices, and generating reports. It's embedded directly into the product experience, so customers don't need to change the way they work. And we're now starting to build agentic capabilities that will take on more complex, multi-step tasks in the background, always with the user in control," Harris said.

Sage has announced that it is committed to further embedding Sage Copilot across its entire suite of services, and, throughout 2025 and beyond, it will continue to be expanded into more products and markets. As Sage announced earlier this year, this includes:

Enhancements to Sage for Accountants, improving practice management and client collaboration.

Deeper integration within Sage Accounting, with payroll and HR capabilities extending into new regions.

Expanded AI-powered workflows for Sage Intacct, including financial close automation.

New capabilities for Sage 50, simplifying key business intelligence data with report analysis and personalized report building.

Harris also noted that Sage has established the Sage AI Factory to continuously train AI models and quickly deploy new AI-powered features.

"This internal infrastructure allows us to leverage the extensive activity within the Sage Network to train new AI models and deploy AI features across our entire customer base, as well as tailor such features to individual customers," said Harris. "Additionally, we are actively developing agent capabilities within Sage Copilot to handle more complex, multi-step tasks in the background. For example, these agents could identify discrepancies, contact suppliers, and resolve issues autonomously, without user prompts. Agents will be seamlessly integrated into the existing experience, so customers won't need to retrain or adopt new tools. Our goal is to add more intelligence and automation, while keeping everything simple, trusted, and in the user's control."

At Acumatica, its AI Studio, a low-code/no-code platform for building intelligent workflows, is at the center of its approach to AI, and it is working to further expand its existing AI capabilities, said

CJ Boguszewski, SVP of Partner Strategy and Programs for Acumatica.

"These tools enable a more intelligent, intuitive approach to business management, allowing our customers to customize their systems, automate complex workflows and generate deeper insights from their operational data," said Boguszewski. "For our 300-plus VARs, AI Studio represents a significant business opportunity similar to customization services. By leveraging AI Studio, savvy VARs can become force multipliers in bringing AI innovation directly to customers at the pace of technological advancement. Using AI Studio in this way opens new revenue opportunities for VARs, and at the same time, helps end-users get AI solutions that are tailored to their unique business needs."

Boguszewski added that AI-powered assistants, which provide a human-like and conversational interface allowing users to interact with Acumatica Cloud ERP through voice and chat, are key to its offerings. These assistants offer real-time recommendations for important business tasks, like resource planning, financial reporting, and budget allocation. Interactive dashboards also display key performance metrics for better decision-making.

Acumatica's intelligent advisor and automation capabilities extend beyond simple task processing, said Boguszewski, to include early anomaly detection, predictive forecasting to anticipate market trends, and dynamic data extraction.

"The potential of these advanced AI capabilities represents an exciting reimagining of how businesses can leverage technology. Acumatica's AI technologies will enable organizations to compete more effectively in an increasingly complex business landscape by streamlining manual workloads, providing deep insights, and enabling more strategic decision-making," Boguszewski said.

Looking ahead, Boguszewski said Acumatica is working to broaden its existing AI capabilities further. "Our roadmap includes advanced automation for fraud detection and improved predictive forecasting to anticipate inventory and cash flow fluctuations better. We're also enhancing our AI-driven conversational interfaces to offer more natural, intuitive interactions, allowing users to access insights quickly and efficiently. In upcoming Acumatica releases, customers can expect deeper AI integration across all core ERP functions to streamline decision-making and operational efficiency," he explained.

Sanders said CereTax, a next-generation sales tax automation platform, has taken a forward-looking approach to integrating AI-powered functionality and remains committed to investing in more robust generative and agentic AI integration across its ecosystem.

"Key functionalities on our roadmap include an AI-powered dashboard that generates predictive analytics and adaptive financial forecasts in real time, a natural language interface for querying complex datasets, and automated error detection and resolution capabilities within our accounting modules," said Sanders. "Additionally, using AI has allowed us to improve automation in our geospatial workflow and deliver client-facing responses within

our application portal. These features enable our customers to not only utilize their data in new ways but also to receive predictive guidance and actionable alerts, translating into enhanced operational agility and financial clarity."

In terms of new capabilities on the horizon, Sanders pointed to the importance of more robust generative and agentic AI integration across its ecosystem and said, "Our plans include developing advanced conversational agents that can handle complex queries and decision making, further integrating AI for enhanced compliance and risk management, and implementing machine learning models that continuously refine operational efficiencies. Plus, we're exploring contextual AI to better understand industry-specific nuances, ensuring our solutions remain at the cutting edge of technological innovation for mid-market enterprises."

Lloyd said SYSPRO is "doubling down on agentic AI." "We see a future where ERP users have digital co-pilots monitoring key workflows, flagging anomalies, and nudging teams to act. We're working on expanding our document automation suite beyond AP to other critical control documents. In 2025, we will release the capability to automatically turn customer purchase orders into sales orders, dramatically reducing processing time and errors, and are investigating AI connectors from SYSPRO to other systems to enhance D2C capabilities. We're also exploring embedded agents that can handle repetitive operational decisions, like stock replenishment triggers or approving requisitions."

Current AI-powered capabilities at SYSPRO span across document services, anomaly detection, predictions, and intelligent insights. Said Lloyd, "Our AP Invoice Matching feature uses Cognitive AI services to digitize and automate invoice processing, drastically reducing manual effort. Our probability and anomaly detection engine identifies outliers in financials, sales orders, and inventory patterns, helping businesses act before issues become problems. We also support customer-built models, enabling companies to create AI that fits their specific processes."

Global technology company Zoho is no stranger to AI and has long invested in the technology.

"Zoho has an AI agent, and has had that AI agent for the past seven years called Zia. We use Zia in all our apps, and as AI evolves and proves good use, we add more features to Zia," said Val Steed, Zoho's Director Accountants.

In fact, earlier this year, Zoho announced it expanded the scope of Zia with its Zia Agents, Agent Studio, and Agent Marketplace. The vendor stated that it has been previewing pre-built, task-specific Zia Agents, which will deploy across Zoho's combined portfolio.

For customers, partners, and developers looking



Val Steed,
Zoho

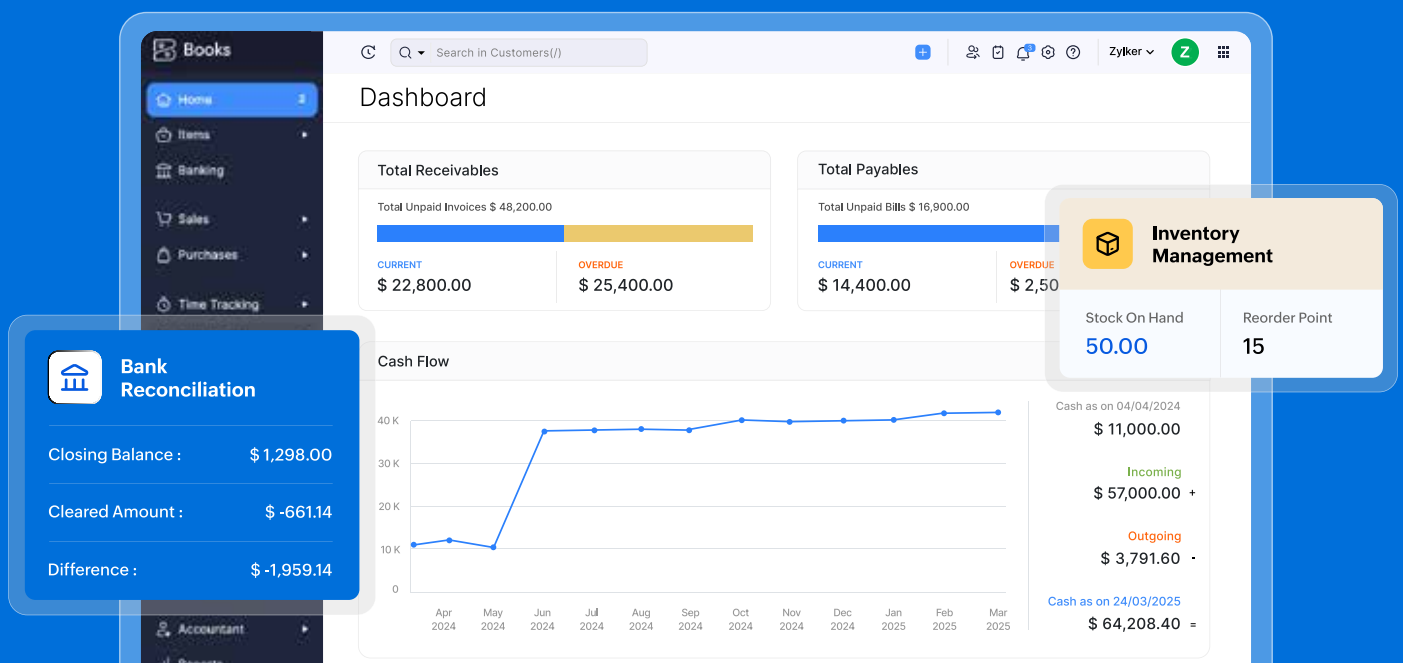


CJ Boguszewski,
Acumatica

continued on page 18

Powerful Accounting Platform

for You and Your Clients



- ✓ Track sales tax
- ✓ 1099 & W-9 management
- ✓ 70+ Powerful Financial Reports



Zoho Books allows me instant access to the information that I am looking for; **I can get things done more efficiently and quickly as a result of that.** That's just one particular aspect of how Zoho Books's functionality allows me to perform and manage our financial structure better than some other platforms.



Robert Craig
Co-CEO, The Accounting Lab

continued from page 16

to create their own agents, Zoho developed the Zia Agent Studio. This allows them to build and deploy customized agents with no-code and low-code experiences. The agents can then be distributed through Zoho's Agent Marketplace.

Through the Zia Agent Studio, users can also access preexisting Zia Skills, tools from across the Zoho ecosystem, data from a unified data platform, and a range of language models. These can be natively cross-functional agents, like a loan approval or RFP [request for proposal] agent, or agents within a function, like email support.

Going forward, Zia Agents will be deployable in any third-party application, the vendor stated. Additionally, Zia Agents with complementary skillsets can be combined using Zia Agent Studio to create a single agent capable of cross-functional work.

In other developments, Zoho recently announced the launch of the Projects Plus platform, which provides data- and intelligence-driven project management for mid-sized and large organizations.

Projects Plus integrates with four key Zoho applications—Projects, WorkDrive, Analytics, and Sprints—for real-time business intelligence, asynchronous collaboration, seamless file management, and Agile or Waterfall workflows.

In addition, advanced AI/machine learning (ML) capabilities within Projects Plus, via Zia, are designed to automate complex data analyses further and provide predictive insight. This allows for more accurate forecasting and planning, smarter resource allocation, and improved efficiencies.

Stivers of Versapay said its most “well-adopted AI functionality” is its AI/ML-powered approach to reconciling remittance data with open invoices. As part of the cash application process, it automatically matches payments from all types of payment channels.

“We have customers that have gone from large teams and several days of guesswork to an overnight process that one person can guide or check in support of ensuring accurate cash flow data is consistently captured across all their accounting and ERP records,” Stivers said.

But the innovation doesn't stop there. Stivers said its product portfolio includes several AI-powered capabilities and features that can benefit accounts receivable teams.

“We are continuously optimizing our AI/ML architecture to prepare for future insights and queries from our users; making strides with customer co-design programs around AI-assisted Collections features like Payment Delinquency Prediction and the Top Customers to Collect on; automating email and webflow responses to support common FAQs and requests for support from internal and external stakeholders; and seeking opportunities to safely and anonymously analyze merchant data to unlock recommendations for our customers' pricing models,” Stivers said.

At Paystand, a blockchain-enabled B2B payments platform, Almaguer said the company is “just getting started” in its efforts to further implement AI-powered features and functionality into its so-



Choosing the Top 100

The ranking of the Top 100 mid-market reselling firms is based solely on annual revenue. When more than one company reported the same revenue, they are listed as tied. Most revenue figures were submitted by the companies themselves. In cases in which resellers declined to provide revenue, estimates were made. Factors utilized in estimating include the number of employees reported and the typical selling prices of the products they carry. All companies

considered carry products other than financial software, and revenue from those products is included the totals reported here. Candidates were considered if they were in business on Dec. 31, 2024. Revenues reported are primarily gross revenue. However, some resellers have pointed out that ERP vendors have moved to billing customers and sending the resellers their share, minus cost of goods sold, net revenue. That method, these VARs say, is the proper accounting treatment.

lutions.

For instance, AI is embedded across the invoice-to-cash cycle, and Paystand's Smart Match tool uses historical patterns and machine learning to match payments to invoices. This can even be accomplished with incomplete remittance data, said Almaguer. AI and optical character recognition (OCR) technology digitize paper checks, while its Smart Check solution processes them like digital payments. Paystand also offers customers intelligent checkout experiences, enabling flexible payments and real-time incentives. Such features weed out manual work and lead to accelerated collections, and greater confidence in receivables.

The company is now shifting into higher gear to further harness the power of AI.

“We're just getting started. With access to deep cash flow data, we're developing AI that doesn't just automate—it optimizes. From AR to AP, our vision is a fully autonomous cash cycle: AI that reduces DSO [days sales outstanding], surfaces dynamic discounting, and even generates yield on idle cash. We're also building tools that continuously learn from transactions and behavior to get better over time,” said Almaguer. “The future is proactive finance operations powered by AI—and VARs will be essential in making that vision a reality for customers.”

Meanwhile, Willis said Quadient is leveraging AI technology in its accounts payable and accounts receivable solutions to help companies improve their business processes and reduce costs.

“For example, Quadient AP auto-capture and smart coding utilizes AI to increase the success

rate of invoice capture and helps reduce manual data entry. Quadient AR uses AI to forecast cash flow with up to 94% accuracy, allowing companies to predict payer behavior and prioritize collection activity,” Willis said.

Transforming the role of VARs

As the evolution and adoption of AI continues to gain speed, it is aiding the end users and also reshaping the role of VARs. Many industry sources agree that VARs will increasingly serve as more strategic advisors to help companies navigate the complexities and benefits of AI.

“VARs are increasingly stepping in as transformation partners. They help customers understand what AI can enable, and how to use it to drive both efficiency and effectiveness. As AI capabilities become more modular and composable, VARs are guiding customers through the architectural choices involved, shaping the right mix of services and solutions for their needs. At the same time, they continue to play a vital role in implementation, configuration, and migration, ensuring AI is adopted in ways that fit the business,” said Juha Harkonen, VP of Partners and Operations at Sage.

Continued Harkonen, “Crucially, partners are also leading the enablement journey, training users and supporting adoption. And as AI surfaces richer, more dynamic insights, VARs are well-positioned to offer the advisory layer that helps customers translate those insights into meaningful action. We're also seeing partners innovate further by building

continued on page 19

continued from page 18

on top of agentic APIs, extending value into specific industries, micro-verticals, or custom scenarios. This kind of tailored innovation is where VARs can truly differentiate and lead in an AI-driven ERP landscape.”

Almaguer said client expectations are extending beyond the setup of their ERP system. Today’s clients want and expect more.

“Clients now expect help not just setting up their ERP, but using it to automate, optimize, and scale. VARs are guiding automation strategies, configuring intelligent workflows, and supporting ongoing performance. It’s a huge opportunity to add value well beyond the initial deployment,” Almaguer said.

Sanders of CereTax agreed and said, “The rise of AI in ERP systems has transformed the role of VARs from technology vendors to vital strategic partners. Today, VARs need a thorough grasp of AI capabilities to guide clients in shifting from conventional ERP setups to smarter, automated systems. They play a key role in tailoring AI-driven modules, ensuring smooth integration, and offering continuous support and expertise to unlock the full power of these game-changing technologies. In short, VARs are now essential advisors in a fast-changing digital landscape.”

Added Sanders, “AI-powered features create numerous possibilities for VARs. They can provide customized analytics and predictive insights as a service, offer consulting on process automation,

and assist clients in using AI to boost operational efficiency. Additionally, there’s strong potential in delivering specialized integration services that connect legacy systems with cutting-edge AI tools. This opens up new revenue opportunities for VARs by enabling organizations to gain greater value from their ERP investments.”

Echoing the sentiment, Lloyd at SYSPRO described VARs as “AI enablers.” He said he sees growth opportunities in areas such as AI advisory services, ongoing AI model tuning, and workflow automation.

“It’s elevated their role. VARs are no longer just implementers; they’re becoming AI enablers. Their ability to understand business processes puts them in a prime position to help customers tailor AI solutions, whether that’s configuring document services, refining anomaly models, or integrating AI into workflows. We’re seeing VARs becoming more consultative, helping customers harness these tools for competitive advantage,” Lloyd said.

Boguszewski of Acumatica said AI enables VARs to further differentiate themselves and strengthen client relationships.

“VARs can differentiate themselves by developing industry-specific solutions and best practices for leveraging AI to address unique business needs.



Chris Lloyd,
SYSPRO

This shift from transactional implementation toward deeper advisory roles can create stronger, recurring revenue streams and foster positive, long-term customer relationships,” Boguszewski said.

Looking ahead

Navigating change management and the ever-evolving technological landscape can be challenging for VARs and the businesses they serve. What’s key is remaining open-minded and informed of the emerging AI trends, as businesses will increasingly turn to trusted partners for guidance.

“What seems like new advancements are reaching ‘out of style’ status faster and faster. What worked yesterday might not work tomorrow, and we all need to support each other in trying new things with greater velocity because there’s a recognition that transformation, while uncomfortable, creates significant opportunities,” advised Stivers at Versapay.

Almaguer agreed and said that VARs are ideally poised to help lead the change as AI broadens the role of VARs “from implementers to strategic advisors.”

“The biggest opportunity is becoming your customer’s go-to AI advisor. VARs can lead AI-readiness assessments, design automated finance workflows, and provide continuous optimization,” said Almaguer. “Whether it’s configuring AP automation, improving collections, or fine-tuning AI behavior, VARs are in a prime position to drive transformation.”

Summary of ERP Global Insight’s “Top 100 VARs 2025”

The 2025 edition of ERP Global Insight’s “Top 100 VARs” showcases the transformative impact of artificial intelligence (AI) on the mid-market enterprise resource planning (ERP) ecosystem and the evolving role of value-added resellers (VARs). With the ERP market projected to grow from \$71.62 billion in 2025 to \$114.09 billion by 2030, companies are increasingly leveraging AI—especially generative and agentic forms—to automate workflows, enhance decision-making, and maintain a competitive edge.

Generative AI, which creates content such as reports and summaries, is distinguished from agentic AI, which acts autonomously, making real-time decisions and executing tasks. Together, these technologies enable ERP systems to move beyond record-keeping into dynamic, intelligent business platforms. This AI integration is particularly advantageous for mid-market companies, helping them



overcome resource limitations and streamline operations.

Industry leaders, such as Sage, Acumatica, SYSPRO, and CereTax, are embedding AI deeper into their products. Sage’s AI assistant, Sage Copilot, already supports over 40,000 users with functions like journal corrections and financial summaries, with more complex agentic features on the horizon. Acumatica’s AI Studio enables customized AI workflows, empower-

ing its 300+ VARs to offer tailored solutions. SYSPRO and CereTax are also investing in real-time anomaly detection, predictive analytics, and document automation to reduce manual workloads and errors.

The report emphasizes that AI is not just transforming systems—it is reshaping the role of VARs. Once implementers, VARs are now strategic advisors who help clients harness AI for efficiency and growth. This shift opens new revenue

streams in AI advisory, workflow automation, and ongoing model tuning. VARs are expected to lead AI-readiness assessments, design intelligent financial workflows, and bridge legacy systems with next-gen AI capabilities.

The ranking of the top 100 VARs, led by RSM US (\$730.8M revenue), Cherry Bekaert, and HSO, reflects both financial performance and software expertise. These firms are instrumental in bringing advanced ERP solutions to market, often specializing in platforms like Microsoft Dynamics 365, NetSuite, Sage Intacct, and Acumatica.

Ultimately, the report portrays an ERP landscape rapidly evolving under the influence of AI. Businesses are urged to embrace these changes or risk falling behind. VARs, equipped with domain expertise and growing AI fluency, are poised to play a central role in guiding companies through this new era of intelligent, agile enterprise solutions.